Business Plan Grade Sheet

Final Business Plan Rubric

**Student Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Company Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Project Names Points Earned**

Cover Page (#24) \_\_\_\_/5

Cover Letter (#23) \_\_\_\_/5

Table of Contents & Organization (#25) \_\_\_\_/5

Statement of Purpose (#22) \_\_\_\_/5

Executive Summary (#18) \_\_\_\_/5

Company Description (#2) \_\_\_\_/5

Description of Products & Services (#4) \_\_\_\_/5

Market Analysis (#5) \_\_\_\_/5

Marketing Plan (#8) \_\_\_\_/5

Operating Plan (#9) \_\_\_\_/5

Owner’s Resume (#15) \_\_\_\_/5

**Supplemental Attachment Projects**

Logo & Tagline (#2) \_\_\_\_/5

Business Card (#6) \_\_\_\_/5

Company Letterhead (#7) \_\_\_\_/5

Intro Promotional Letter (#12) \_\_\_\_/5

**Additional Components**

Professional Image \_\_\_\_/5

Organization \_\_\_\_/5

Spell Check/Grammar Check \_\_\_\_/5

Lab Participation/Time Management: Hand-In \_\_\_\_/5

Handed in On-Time (By 05/31/13) \_\_\_\_/5

**Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Final Grade \_\_\_\_/100**